

TO ADVERTISE OR NOT TO ADVERTISE? THAT IS THE QUESTION.

QUICK STATS

- ✘ **CONFERENCE:** Regulation
- ✘ **TEAM:** Federal Communications Commission
- **FUMBLE:** Not treating all public television stations the same
- **HOW TO RECOVER THE BALL:** FCC should provide equal treatment to all stations

Since the 1930s FCC has reserved some public television channels and radio stations as non-commercial. This practice is intended to allow certain channels and stations to be educational or otherwise beneficial to the public. However, not all channels are treated equally.

Non-Commercial Educational (NCE) Public Interest Obligation (PIO) channels, like KWHB-TV 47 in Tulsa, OK, are not treated the same as Public Broadcasting Stations (PBS). PBS is able to air sponsorships of for-profit entities, which basically function as ads. Those opportunities

are not extended to PIOs. Public broadcasting stations can air “sponsorships” from companies but not commercials. Allowing PBS to air commercials would allow growth and would save taxpayers millions in subsidies. Television has changed since the 1930s; it is time Congress catches up.

RECOVERY

FCC should work with all broadcasters to provide equal treatment to all stations to ensure standards are applied uniformly.

[For more information, please visit:](#)

[The Library of Congress: Committee Reports: Financial Services and General Government Appropriations Bill, 2016](#)
[FCC: Nonprofit Media](#)